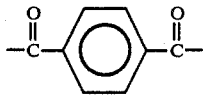
$$[Q-Z-O-R-O]_xZ-Q' \quad I$$

or

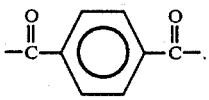
$$Q''-[Z-O-R-O]_yH \quad II$$

or mixtures thereof; wherein Q, Q' and Q'' may be the same or different anionic substituents selected from the group consisting of $MO_3S(CH_2CH_2O)_n$—, MO_3S—(L)-$_q$(YO)$_m$(CH_2CH_2O)$_r$ and mixtures thereof, wherein M is H or a salt-forming cation, L is phenoethoxy, phenoxypropoxy or C_1–C_6 alkoxy, Y is —$CH_2CH(CH_3)$— or —$CH(CH_3)CH_2$—, n is an integer from 1 to 30, q is 1 or 0, m is an integer from 0 to 15 provided that m+q is at least 1 and r is an integer from 0 to 30; x and y may be the same or different and are each integers with x selected from 0 to 20 and y selected from 1 to 20; the R-substituents may be the same or different alkylene substituents selected from the group consisting of —CH_2CH_2—, —$CH_2CH(X)$— and —$CH(X)CH_2$— wherein X is methyl, ethyl, methoxymethyl, or C_1–C_4-alkylpoly(oxyalkylene)oxymethyl, or mixtures thereof; and the Z-substituents may be the same or different aryldicarbonyl substituents selected from the group consisting of



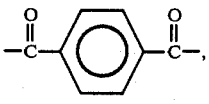
and mixtures thereof with aryl-1,3-dicarbonyl or substituted aryl-1,3-dicarbonyl or substituted aryl-1,4-dicarbonyl groups.

2. Oligomeric esters or mixtures thereof according to claim **1** wherein x and y are integers below 8, and the Z-substituents are



3. Oligomeric esters according to claim **1** wherein x is an integer from 3 to 7 and y is an integer from 4 to 8.

4. Mixtures of anionic oligomeric esters according to claim **1** wherein Z is

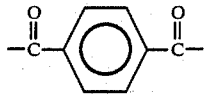


all R substituents are independently selected from —CH_2CH_2—, —$CH_2CH(CH_3)$— and —$CH(CH_3)CH_2$—, and Q, Q' and Q'' may be the same or different and are each selected from $NaO_3S(CH_2CH_2O)_n$ wherein n is an integer from 2 to 15.

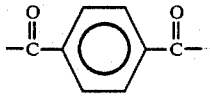
5. Mixtures of anionic oligomeric esters according to claim **4** wherein the weight ratio of esters having formula I and esters having formula II is from about 30:1 to about 1:20.

6. Mixtures of anionic oligomeric esters according to claim **4** wherein the molar ratio of R substituents being —CH_2CH_2— substituents to R substituents being —$CH_2CH(CH_3)$— and —$CH(CH_3)CH_2$— substituents is from about 0:1 to about 0.9:0.1.

7. Mixtures of anionic oligomeric esters according to claim **4** wherein at least 2% by weight of the esters having formula I or II contain from 4

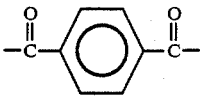


units to about 8



units.

8. Mixtures of anionic oligomeric esters according to claim **4** wherein the weight ratio of esters having formula I and esters having formula II is from about 30:1 to about 1:1 and wherein the molar ratio of R substituents being —CH_2CH_2— substituents to R substituents being —$CH_2CH(CH_3)$— and —$CH(CH_3)CH_2$— substituents is from about 0:1 to about 0.7:0.3 and wherein at least 2% by weight of the esters having formula I or II contain at least 4



units.

9. A laundering and fabric care composition comprising from about 0.1% to about 50% by weight of a soil release component comprising anionic oligomeric esters and mixtures of anionic oligomeric esters of claim **1**.

10. A detergent composition comprising from about 1% to about 50% by weight of a detersive surfactant selected from the group consisting of anionic surfactants, cationic surfactants, nonionic surfactants, zwitterionic surfactants and mixtures thereof, and from about 0.1% to about 50% by weight of anionic oligomeric esters or mixtures of anionic oligomeric esters according to claim **1**.

11. A detergent composition according to claim **10** wherein the detersive surfactant component comprises at least one anionic detersive surfactant.

12. A composition according to claim **10** which is formulated as a liquid laundry detergent.

13. A composition according to claim **9** which is formulated as a bar, powder, granule, tablet or flowable gel, or is releasably contained in pouch or sheet form or in or upon other carrier substrate.

14. A composition according to claim **10** which is formulated as a bar, powder, granule, tablet or flowable gel, or is releasably contained in pouch or sheet form or in or upon other carrier substrate.

15. A detergent composition comprising from about 1% to about 30% by weight of a detersive surfactant selected from the group consisting of anionic surfactants, cationic surfactants, nonionic surfactants, zwitterionic surfactants and mixtures thereof and from about 0.1% to about 4% by weight of anionic oligomeric